

2004 Needs Assessment for Public Information and Communication

Statewide Results – September 2004

- 105 of 114 counties responded in 2002.
- 114 of 114 counties responded in 2004.

Capability of Developing and Delivering Messages

1. Are there persons, by position, in your agency identified to act as spokespersons regarding public health issues during an emergency?

2002		2004	
Yes	No	Yes	No
81	14	113	1

2. Have you identified spokespersons for multiple audiences and formats (e.g., media spokesperson, community meeting speaker, etc.)

2002		2004	
Yes	No	Yes	No
64	42	74	40

3. What is the level of experience in working with media for the administrator/chief: (on scale of 1-4)

2002				2004			
1 (none)	2 (low)	3 (moderate)	4 (high)	1 (none)	2 (low)	3 (moderate)	4 (high)
8	31	48	21	6	39	48	21

4. What is the level of experience in writing news releases for the administrator/chief: (on scale of 1-4)

- One health department did not respond in 2004.

2002				2004			
1 (none)	2 (low)	3 (moderate)	4 (high)	1 (none)	2 (low)	3 (moderate)	4 (high)
6	34	48	15	5	37	43	28

5. Are there printed materials now available for public health emergencies? (e.g., fact sheets, sample news releases, etc.)

2002		2004	
Yes	No	Yes	No
59	43	91	23

List examples:

- Annex of Health Department County Emergency Response Plan
- Brochures
- CDs that contain various disease information (Smallpox, Plague, Anthrax, etc.)
- Centers for Disease Control fact sheets (from web site)
- DHSS communicable disease manual resources / fact sheets
- DHSS literature and web site information
- Emergency management updates
- Emergency prophylactics
- Emergency Risk Communications book and materials
- Fact Sheets and preprinted materials on various diseases, boil orders, heat alert, sanitizing drinking water, food safety, food borne disease outbreak, major bioterrorism agents, Anthrax, Smallpox, Meningitis, Pertussis, Plague, Resin, SARS, TB, Tularemia, Botulism, West Nile, lyme disease, hazardous material incident, flood, earthquake, tornado, sheltering in place and using a generator.

- Information from other states
- News releases (archives, templates, and samples for various other public health emergencies)
- News releases on a suspected bioterrorism agent release, confirmed agent release, decision to offer mass prophylaxis, medication dispensing sites opening, what to bring to a dispensing site, evacuation, Anthrax, Smallpox, SARS, West Nile, Pertussis, communicable disease outbreaks, biological agents, floods, tornadoes, and chemical releases.
- Policies and procedures
- Public health advisories (kept in binder)
- Ready in 3
- State Emergency Management Agency information

Does the staff know where this information is located or how to access it?

2002		2004	
Yes	No	Yes	No
55	30	87	27

6. Do you have a public information response plan?

2002		2004	
Yes	No	Yes	No
32	69	81	33

If so, is it included in your agency's emergency response plan?

2002		2004	
Yes	No	Yes	No
23	10	77	37

7. Do you have an emergency resource list of agencies/telephone numbers in your area? (This would include hospitals, emergency medical services, and services in adjoining counties.)

2002		2004	
Yes	No	Yes	No
89	15	109	5

Training Needs for Spokespersons

8. What is the level of education/training in public relations, journalism, and marketing for the administrator/chief:

- One health department did not respond in 2004.

2002				2004			
1 (none)	2 (low)	3 (moderate)	4 (high)	1 (none)	2 (low)	3 (moderate)	4 (high)
18	45	36	2	9	43	48	13

9. What is the level of education/training in risk communication/emergency management for the administrator/chief:

2002				2004			
1 (none)	2 (low)	3 (moderate)	4 (high)	1 (none)	2 (low)	3 (moderate)	4 (high)
13	57	29	5	5	44	52	13

10. What is the level of experience with conducting radio/television/newspaper interviews for the administrator/chief:

2002				2004			
1 (none)	2 (low)	3 (moderate)	4 (high)	1 (none)	2 (low)	3 (moderate)	4 (high)
8	47	34	16	12	45	34	23

11. DHSS has offered Risk Communication/Media Training the past two years, would you or your staff attend additional/more advanced training?

2002		2004	
Yes	No	Yes	No
103	2	104	10

12. How many individuals from your agency would be recommended for this training?

- Seven health departments did not respond in 2004.

2002			2004		
1-2	3-4	5+	1-2	3-4	5+
33	56	13	47	46	14

13. What specific areas would you like to see addressed during the training?

Note: A significant number of responses were received that will aid the development of trainings that will address these comments.

Methods for Delivering Messages

14. What mechanisms are in place to convey information to a wide variety of audiences? (news releases, printed materials, web site, telephone banks, town-hall meetings, advisory groups, etc.) Please list.

- 911
- Advisory groups
- Aldermen
- Area radio
- Booths at county fairs and health fairs
- Broadcast fax
- Brochures
- Cable
- Chamber of Commerce web site
- Church bulletins
- City manager newsletter
- Civic organizations
- Coalition membership
- Community partnership meetings
- Dedicated telephone lines
- Department of Health and Senior Services
- Direct calls to the media
- E-mail communications
- Fax
- Fax to other health care agencies
- Flyers
- Flyers at childcare centers and grocery sacks
- Fraternal organizations and individuals
- Government notifications
- Governmental cable channel

- Group e-mail
- Group meetings
- Health Alert Network System
- Homeland Security Coordinating Council's Hospital Committee and list serve
- Human Service Council
- Information forums
- Inter-Agency Council meetings
- International Institute
- Local city TV channel
- Local Emergency Planning Committee meetings
- Local public health advisory group quarterly meetings
- Local radio station
- Mailings
- Media blitz during flu vaccination with four TV stations
- Media interviews
- Medical providers
- Message phone
- Monthly radio show
- Multi-jurisdictional council
- Neighborhood Associations & Neighborhood Stabilization Officers
- News releases
- Newsletter
- Newspaper
- Office telephone systems
- On and off-site training sessions/seminars
- One-on-one meetings
- Pamphlets
- Physician fax
- Presentations
- Print media
- Printed materials
- Public forum
- Public hearings
- Public Service Announcements
- Radio
- Radio interviews and talk shows
- Ready in 3 promotions
- Representation on boards/organizations
- School notifications
- Schools
- Speakers bureau for groups
- Stakeholders
- Telephone banks
- Telephone chains
- Town hall meetings
- TV stations
- Utilization of nurse line, second responders (mental health counselors, clergy, school social workers), cadre of volunteers who will receive training in 2004 (www.clayhealth.com).
- Video releases
- Volunteer telephone banks
- Ward meetings
- Web sites

15. What resources are used for obtaining public health information, emergency updates, etc. (DHSS, CDC, Internet, etc.) Please list.
- American Medical Association
 - ARC
 - Bioterrorism / Emergency Response Team
 - Bioterrorism planners
 - Centers for Disease Control
 - Centers for Disease Control workshops
 - City Emergency Management Agency (CEMA)
 - Community assessments
 - Community survey
 - Conferences
 - County commissioners
 - Courses taken by employees and information gained and shared
 - Department of Defense
 - Department of Health and Senior Services
 - District personnel
 - Division of Family Support
 - E-mail communications
 - Emergency management director
 - Emergency Response coordinator
 - EMSsystem
 - Environmental Protection Agency
 - Family Resources Center
 - FBI
 - Federal Emergency Management Agency
 - Fire Department
 - Fire Services communications
 - First Watch
 - Food and Drug Administration
 - Health Alert Network
 - Health education materials
 - Homeland Security communications and updates
 - Hospitals
 - Input from other local agencies
 - Journals
 - Law enforcement
 - Libraries
 - Literature review
 - Local Emergency Operations Center
 - Local emergency planning group
 - Mid-America Regional Council
 - MoALPHA
 - Morbidity and Mortality Weekly Report
 - National Association of County and City Health Officials
 - National Public Health Information Coalition
 - NEHA
 - Networking groups
 - News agencies
 - News releases
 - Other local public health agencies
 - Physician offices
 - Police/enforcement bulletins
 - Pre-printed fact sheets are kept updated
 - Professional journals and memberships

- Radio
- Radio connection to local emergency via sheriff's office
- Reference books
- Regional epi specialist
- Regional planner
- Regional public information specialist
- State Emergency Management Agency bulletins
- Television
- Town-hall meetings
- University web sites
- Various list serves (Hospital Committee, LLIS)
- Web site
- WebMD

16. Do you have a list of local media with telephone numbers, fax numbers, e-mail address, and contact names?

2002			2004	
Yes	No		Yes	No
95	8		109	5

17. Is there a system in place for distributing news releases/public information to the media?

2002			2004	
Yes	No		Yes	No
87	17		106	8

18. Does your agency have the ability to transmit documents to groups by broadcast fax and/or through established e-mail groups?

2002			2004	
Yes	No		Yes	No
82	21		85	29

19. Have locations for press conferences been designated and resourced?

2002			2004	
Yes	No		Yes	No
23	82		48	66

Audiences that Need to be Reached

20. Have you ever done an analysis of the best way to reach a target audience?

2002			2004	
Yes	No		Yes	No
13	92		16	98

If so, what were the results?

- Community group
- During emergencies they use the designated radio stations
- Face-to-face sessions for communicating information were the most effective but most time and resource consuming.
- Focus groups
- Local meetings
- Local pharmacies

- Newspaper
- Programs advertised in restroom facilities, Wal-Mart, grocery stores, bars, laundry mats, convenience stores, and pay check stuffers.
- Radio
- Surveys
- Telephone
- Television
- Web site

21. Have you identified the various types of special populations in your county/area?

2002		2004	
Yes	No	Yes	No
70	33	87	27

22. Have you developed any different messages or methods of delivery for the different types of audiences that must be reached in your area of responsibility? (e.g., rural/urban, elderly populations, first language other than English, etc.).

2002		2004	
Yes	No	Yes	No
22	83	40	74

If so, list examples.

- A nurse who speaks Spanish
- Access to language line for other languages that are not available in-house
- Age levels / educational levels
- Amish community
- Bilingual services; contacts with translators
- Bioterrorism Plan
- Blind
- Broadcast fax for Health Alert Network
- Churches (all); and in addition - specifically mentioned Hispanic, African-American, and Ukrainian populations
- Deaf
- Disabled
- Elderly populations
- Hispanic community
- Homebound citizens reached through volunteer group in Inter-Agency Council; and in addition – specifically mentioned non-English speaking
- Homeless
- Interpreters
- Large print
- List of individuals willing to assist with reaching these individuals
- Listing of nursing homes, churches, and schools
- Local Emergency Planning Commission
- Printed materials translated into other languages and culturally specific messages
- Rural
- Rural citizens with a 6th grade education attainment
- Rural populations, i.e. Amish
- Senior centers
- Spanish speaking population reached through local Hispanic Center
- Translators on staff
- Use of media tailored to specific populations i.e. seniors, gay & lesbians, African-American, Bosnian, and Hispanic
- Utilize Spanish minister as a translator
- Visually impaired
- Workers can go out in the community to contact the elderly if needed

23. Have you identified ways to evaluate your media messages (e.g., feedback, post-testing)?

If yes, list mechanism(s) you would use?

2002		2004	
Yes	No	Yes	No
5	97	15	99

- Advisory groups
- Feedback
- Group e-mail
- Numbers of responses received
- One method is by doing a live call-in radio show. Citizens can call in with questions. This gives them the chance to clarify what they are hearing. We also always give our telephone numbers so that if a citizen has a question they can call us after an interview. We frequently get a tape from the radio station for review of what was said during an interview. Our local news director is also very good about giving us feedback and eliciting more information to clarify something that was not clear.
- Post-testing
- Questions of population of having heard real message and post feedback
- Some information from community assessment questions
- Survey to mail back to county health agency
- Web site hits recorded

24. Have you identified ways to do media evaluation and content analysis during an emergency?

2002		2004	
Yes	No	Yes	No
3	89	10	104

25. Have you identified the language translation needs in your area?

2002		2004	
Yes	No	Yes	No
68	34	92	22

26. Have you identified methods for quick and accurate translation during an emergency?

2002		2004	
Yes	No	Yes	No
26	77	53	61

Emergency Supplies – What will you need during an emergency to keep your operation going?
What will you need during an emergency if you must abandon your normal place of duty?

27. Have you identified your needs and availability of the following during an emergency?
Computers, Telephones, Fax Machines, Internet Connections?

2002		2004	
Yes	No	Yes	No
47	56	100	14

Satellite Telephones?

2002			2004	
Yes	No		Yes	No
23	78		33	81

Generators?

2002			2004	
Yes	No		Yes	No
39	64		74	40

Public Information Go-Kit (for use during an emergency)?

2002			2004	
Yes	No		Yes	No
20	82		52	62

Ready in 3 Emergency Preparedness Education Program

28. Do you feel the Ready in 3 materials are helpful in your community to get the word out about emergency preparedness?

2002		2004	
Did not survey.		Yes	No
		98	16

29. Do you feel there is a need for additional Ready in 3 materials or to have printed materials in other formats?

2002			2004	
Did not survey.			Yes	No
			32	82

If so, what?

- A form to list emergency phone number and addresses (could be placed on refrigerator- Ready in 3 magnets would be nice too.)
- Braille (note: these are now available from DHSS)
- Large print
- Low literacy levels
- Much more detailed information regarding emergencies
- Need these available in additional languages besides English, Bosnian, and Spanish i.e. Arabic, Sudanese, and Vietnamese, etc.
- Pictographic materials would be good for both low literacy and non-English speaking populations
- Provide online and downloadable sample family emergency plan on DHSS web site
- Single sheet with check off boxes for emergency kit items (list could be taken to store to assist with shopping)
- Stickers with the Ready in 3 logo to hand out at health fairs, schools. etc
- Television spots on the local TV stations
- Template for preparing family emergency plan with questions they need to answer
- Wallet card for quick reference

30. In the past year have you been contacted as a resource or spokesperson for the Ready in 3 program?

2002			2004	
Did not survey.			Yes	No
			43	71

31. If you are willing to share your local Ready in 3 outreach efforts, please list.

- Gave out Emergency Kit during Public Health Week
- Information has been published in local newspapers and employee newsletters.
- Mailing to senior centers, churches and home health care agencies
- Month-long displays at health department
- News releases
- Prepared a Ready in 3 basket and raffled at Relay for Life event
- Presentations and information at post offices, courthouse, local retail stores, Optimist Kiwanis, 4-H club, Human Service Council, first aid/CPR classes, home show, local colleges, YMCA, visitor's bureau, senior centers, sports facilities, county government offices, library branches, clinic sites, community events, county fair, hillbilly festival, local media offices, Lions Club, county fair, school, health fairs, family fun fair, local organizations, churches, and Relay for Life event, county employees, community groups, churches, doctor's offices, Chambers of Commerce, Hispanic centers, daycares, nursing homes, fire department, community fairs, Kiwanis group, Health Care Coalition, Teen Group, community meetings, Boy Scouts, sorority, parent groups, C2000, back to school fairs, Project Even Start GED, and Head Start Parents.
- Radio interviews
- Ready in 3 materials are stocked in our Resource Center and are available to the public and our staff
- Schools sent the pamphlets home, local newspaper put a large two-part article in the weekly newspaper.
- Web site links

Strategic National Stockpile (SNS) Communications Plans

32. Do you have a communications plan included in your local SNS plan for informing the public on the threat, location of dispensing sites, and treatment efforts?

2002	2004	
Did not survey.	Yes	No
	91	23

33. If the Strategic National Stockpile is activated, do you have plans in place to communicate with the following special populations?

Persons with physical disabilities

2002	2004	
Did not survey.	Yes	No
	52	62

Persons with mental retardation or developmental disabilities

2002	2004	
Did not survey.	Yes	No
	45	69

Persons who have mental illnesses/brain disorders

2002	2004	
Did not survey.	Yes	No
	40	74

Persons who are blind

2002	2004	
Did not survey.	Yes	No
	39	75

Persons who are deaf or have hearing problems

2002	2004	
Did not survey.	Yes	No
	47	67

Note: This information has also been compiled by region. If you would like the results for your region, please contact Beverly Smith, Center for Emergency Response and Terrorism, via email at SmithB8@dhss.mo.gov or telephone at 573-751-6062.